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1. (Amended) A system for providing service to customers at service
2 locations, each service location having a communication device adapted to communicate
3 one or more events pertaining to a service event for a customer at the service location, the
4 system comprising:

5 a decisioning system communicatively coupled to the communication devices
6 to receive the events, and including a plurality of rules for scheduling
7 the events for service, the decisioning system selecting a primary
8 service attendant for servicing each event;

9 a communication system communicatively coupled to the decisioning system
10 to transmit a message to the primary service attendant selected for an
11 event, the message indicating the service location at which the event is
12 to be serviced; and

13 a plurality of message receivers, used by the primary service attendant, to
14 receive the message from the communication system,
15 wherein the service locations are gaming machines, and the communication
16 devices are interface boards coupled to the gaming machines, the
17 communication devices for communicating game events to a gaming
18 machine management system.

1 2. (Canceled)

Subj3

1 3. (Amended) The system of claim 1, wherein the gaming machines are slot
2 machines, and the interface boards communicate slot events to the gaming machine
3 management system.

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1 4. (Amended) The system of claim 1, wherein the communication system is a
2 two-way messaging system, whereby the message receivers can transmit and receive
3 messages.

a 1 5. The system of claim 4, wherein:

2 the primary service attendant can accept or decline to service an event using

3 the two-way message receiver, and wherein:

4 in response to the primary service attendant declining to service an event, the

5 decisioning system selects a secondary service attendant for servicing

6 the event, and the messaging system transmits a message to the

7 secondary service attendant to service the event.

a 2 6. The system of claim 4, wherein:

3 the primary service attendant can accept or decline to service an event using

4 the two-way message receiver, and wherein:

5 in response to the primary service attendant accepting to service an event, the

6 decisioning system establishes the primary service attendant as being

7 unavailable to service another event until the primary service provider

completes service of the accepted event.

a 3 7. The system of claim 1, wherein the decisioning system monitors the time

2 taken to service each event, and responsive to time taken to service an event exceeding a

3 threshold amount, the decisioning system selects an employee to notify of the incomplete

4 service, and instructs the messaging system to transmit a message to the selected

5 employee.

a 4 8. The system of claim 1, wherein the rules of the decisioning system for
scheduling events include:

at least one rule for scheduling events according to an age of the event.

a 5 9. The system of claim 1, wherein the rules of the decisioning system for
scheduling events include:

at least one rule for scheduling events according to a type of event.

1 10. The system of claim 1, wherein the rules of the decisioning system for
2 scheduling events include:

at least one rule for scheduling events according to a value of the customer at the service location that generated the event.

1 11. The system of claim 10, wherein the customer value is based on potential
2 revenue generated by the customer.

1 12. The system of claim 10, wherein the customer value is based on a
2 theoretical win profile of the customer.

13. The system of claim 10, wherein the customer value is based on a room rate of a room occupied by the customer.

1 14. The system of claim 10, wherein the customer value is based on a room
2 type of a room occupied by the customer.

1 15. The system of claim 10, wherein the customer value is based on a number
2 of persons in a party associated with the customer.

1 16. The system of claim 1, wherein the rules of the decisioning system for
2 scheduling events include:

at least one rule for scheduling events according to a location of the service location.

1 17. The system of claim 1, wherein the rules of the decisioning system for
2 scheduling events include:

at least one rule for scheduling events according to a combination of an age of the event and a value of the customer.

1 18. The system of claim 1, wherein the rules of the decisioning system for
2 scheduling events include:

3 at least one rule for selecting a service attendant for servicing an event based
4 on a location of the service location which generated the event and an
5 assigned location of the service attendant.

1 19. The system of claim 1, wherein the rules of the decisioning system for
2 scheduling events include:

3 at least one rule for messaging a supervisor of the primary service attendant if
4 the primary service attendant has not completed servicing the event in
5 a certain amount of time.

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1 20. The system of claim 1, wherein the rules of the decisioning system for
2 scheduling events include:

3 at least one rule for scheduling events according to an age of the event;
4 at least one rule for scheduling events according to a type of event;
5 at least one rule for scheduling events according to a value of the customer at
6 the service location that generated the event;
7 at least one rule for scheduling events according to a location of the service
8 location; and
9 at least one rule for selecting a service attendant for servicing an event based
10 on a location of the service location which generated the event and an
11 assigned location of the service attendant.

1 21. The system of claim 1, further comprising:

2 a customer database, communicatively coupled to the decisioning system and
3 containing customer records indicating for each customer a measure of
4 the customer's value and the customer's identification number, the
5 decisioning system receiving from a service location a customer

6 identification number and querying the customer database with the
7 received customer identification number to obtain the measure of the
8 customer's value, the decisioning system scheduling the event for
9 service according to the obtained customer value.

1 22. The system of claim 21, wherein each service location includes a customer
2 identification card reader, for reading a customer identification number from a customer
3 identification card.

1 23. (Amended) A system for providing service to customers at plural service
2 locations, each service location having a communication means for communicating one
3 or more events pertaining to a service event for a customer at the service location the
4 system comprising:

5 a computer implemented decision making means communicatively coupled to
6 the plurality of communication means for receiving the events, the
7 decision making means scheduling a primary service attendant for
8 servicing each event using a plurality of rules;

9 a messaging means communicatively coupled to the decision making means
10 for transmitting a message to the primary service attendant selected for
11 an event, the message indicating the service location at which the
12 event is to be serviced; and

13 a plurality of message receiving means, used by the primary service attendant,
14 for receiving the message from the messaging means,
15 wherein the service locations are gaming machines, and the communication
16 devices are interface boards coupled to the gaming machines, the
17 communication devices for communicating game events to a gaming
18 machine management system.

1 24. (Canceled)

1 25. (Amended) The system of claim 25, wherein the gaming machines are slot
2 machines, and the interface boards communicate slot events to the gaming machine
3 management system.

1 26. (Amended) The system of claim 23, wherein the communication system is
2 a two-way messaging system, whereby the message receivers can transmit and receive
3 messages.

1 27. The system of claim 23, wherein:
2 the primary service attendant can accept or decline to service an event using
3 the two-way message receiver, and wherein:
4 in response to the primary service attendant declining to service an event, the
5 decision making means selects a secondary service attendant for
6 servicing the event, and the messaging system transmits a message to
7 the secondary service attendant to service the event.
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1 28. The system of claim 23, wherein:
2 the primary service attendant can accept or decline to service an event using
3 the two-way message receiver, and wherein:
4 in response to the primary service attendant accepting to service an event, the
5 decision making means establishes the primary service attendant as
6 being unavailable to service another event until the primary service
7 provider completes service of the accepted event.

1 29. The system of claim 23, wherein the decision making means monitors the
2 time taken to service each event, and responsive to time taken to service an event
3 exceeding a threshold amount, the decision making means selects an employee to notify
4 of the incomplete service, and instructs the messaging system to transmit a message to
5 the selected employee.

1 30. The system of claim 23, wherein the rules of the decision making means
2 for scheduling events include:

3 at least one rule for scheduling events according to an age of the event.

31. The system of claim 23, wherein the rules of the decision making means
for scheduling events include:

3 at least one rule for scheduling events according to a type of event.

1 32. The system of claim 23, wherein the rules of the decision making means
2 for scheduling events include:

3 at least one rule for scheduling events according to a value of the customer at
4 the service location that generated the event.

1 33. The system of claim 32, wherein the customer value is based on potential
2 revenue generated by the customer.

1 34. The system of claim 32, wherein the customer value is based on a
2 theoretical win profile of the customer

1 35. The system of claim 32, wherein the customer value is based on a room
2 rate of a room occupied by the customer.

1 36. The system of claim 32, wherein the customer value is based on a room
2 type of a room occupied by the customer.

1 37. The system of claim 32, wherein the customer value is based on a number
2 of persons in a party associated with the customer.

1 38. The system of claim 23, wherein the rules of the decision making means
2 for scheduling events include:

at least one rule for scheduling events according to a location of the service location.

1 39. The system of claim 23, wherein the rules of the decision making means
2 for scheduling events include:

at least one rule for scheduling events according to a combination of an age of the event and a value of the customer.

1 40. The system of claim 23, wherein the rules of the decision making means
2 for scheduling events include:

at least one rule for selecting a service attendant for servicing an event based on a location of the service location which generated the event and an assigned location of the service attendant.

1 41. The system of claim 23, wherein the rules of the decision making means
2 for scheduling events include:

at least one rule for messaging a supervisor of the primary service attendant if the primary service attendant has not completed servicing the event in a certain amount of time.

1 42. / The system of claim 23, wherein the rules of the decision making means
2 for scheduling events include:

- at least one rule for scheduling events according to an age of the event;
- at least one rule for scheduling events according to a type of event;
- at least one rule for scheduling events according to a value of the customer at the service location that generated the event;

7 at least one rule for scheduling events according to a location of the service
8 location; and

9 at least one rule for selecting a service attendant for servicing an event based
10 on a location of the service location which generated the event and an
11 assigned location of the service attendant.

1 43. The system of claim 23, further comprising:

2 a customer database, communicatively coupled to the decision making means
3 and containing customer records indicating for each customer a
4 measure of the customer's value and the customer's identification
5 number, the decision making means receiving from a service location
6 a customer identification number and querying the customer database
7 with the received customer identification number to obtain the
8 measure of the customer's value, the decision making means
9 scheduling the event for service according to the obtained customer
10 value.

1 44. The system of claim 43, wherein each service location includes a customer
2 identification card reader, for reading a customer identification number from a customer
3 identification card.

1 45. (Amended) A system for servicing customers at gaming machines, the
2 system comprising:

3 means for transmitting from a gaming machine to a gaming machine
4 management system a message pertaining to a game event at the
5 gaming machine and for which a customer at the gaming machine
6 needs service by a service attendant;
7 means for receiving the transmitted message;

8 means, coupled to obtain the transmitted message from the receiving means,
9 for scheduling the game event, using a plurality of scheduling rules,
10 for servicing by a service attendant;
11 means for selecting a first service attendant for servicing the scheduled event;
12 and
13 means for transmitting a message to the first service attendant identifying the
14 gaming machine to be serviced for the game event.

1 46. (Amended) A method of servicing customers at service locations, the
2 method comprising:

3 transmitting from a communication device at a service location a message
4 pertaining to an event at the service location and for which a customer
5 at the service location needs service by a service attendant;
6 receiving the transmitted message and scheduling the event, using a plurality
7 of scheduling rules, for servicing by a service attendant;
8 selecting a first service attendant for servicing the scheduled event; and
9 transmitting a message to the first service attendant identifying the service
10 location to be serviced for the event,
11 wherein the service locations are gaming machines, and the communication
12 device is an interface board coupled to a gaming machine, the
13 communication device for communicating game events to a gaming
14 machine management system.

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1 47. The method of claim 46, further comprising:

2 receiving from the first service attendant a message declining to service an
3 event;
4 selecting a second service attendant to service the event; and
5 transmitting a message to the second service attendant to service the event.

1 48. The method of claim 46, wherein:
2 receiving from the first service attendant a message accepting to service an
3 event; and
4 establishing the first service attendant as being unavailable to service another
5 event until the first service provider completes service of the accepted
6 event.

1 49. The method of claim 48, wherein the message from the first service
2 attendant is transmitted from a communication device fixed at the service location.

1 50. (Amended) The method of claim 46, further comprising:
2 monitoring a time taken to service the event; and
3 responsive to the time taken to service an event exceeding a threshold amount,
4 transmitting a message to another employee to notify of the incomplete
5 service.

1 51. The method of claim 46, further comprising:
2 monitoring an aggregate performance criteria for servicing the events; and
3 responsive the aggregate performance criteria exceeding a threshold amount,
4 transmitting a message to supervisor.

1 52. The method of claim 46, further comprising:
2 responsive to not receiving, within a predetermined amount of time, an
3 acceptance from the first service attendant of the message to service
4 the event, transmitting a message to a second service attendant to
5 service the event.

1 53. The method of claim 46, wherein the scheduling rules include:
2 at least one rule for scheduling events according to an age of the event.

54. The method of claim 46, wherein the scheduling rules include:
at least one rule for scheduling events according to a type of event.

55. The method of claim 46, wherein the scheduling rules include:
at least one rule for scheduling events according to a value of the customer at
the service location that generated the event.

56. The method of claim 55, wherein the customer value is based on potential revenue generated by the customer.

57. The method of claim 55, wherein the customer value is based on a theoretical win profile of the customer.

58. The method of claim 55, wherein the customer value is based on a room rate of a room occupied by the customer.

59. The method of claim 55, wherein the customer value is based on a room type of a room occupied by the customer.

60. The method of claim 55, wherein the customer value is based on a number of persons in a party associated with the customer.

61. The method of claim 46, wherein the scheduling rules include:
at least one rule for scheduling events according to a location of the service
location.

62. The method of claim 46, wherein the scheduling rules include:
at least one rule for scheduling events according to a combination of an age of
the event and a value of the customer.

63. The method of claim 46, wherein the scheduling rules include:
at least one rule for selecting a service attendant for servicing an event based
on a location of the service location which generated the event and an
assigned location of the service attendant.

64. (Amended) The method of claim 46, wherein the scheduling rules include:
at least one rule for messaging a supervisor of the first service attendant if the
first service attendant has not completed servicing the event in a
certain amount of time.

65. The method of claim 46, wherein the scheduling rules include:

- at least one rule for scheduling events according to an age of the event;
- at least one rule for scheduling events according to a type of event;
- at least one rule for scheduling events according to a value of the customer at the service location that generated the event;
- at least one rule for scheduling events according to a location of the service location; and
- at least one rule for selecting a service attendant for servicing an event based on a location of the service location which generated the event and an assigned location of the service attendant.

66. (Amended) The method of claim 46, further comprising:
receiving from the service location a customer identification number;
querying a customer database with the received customer identification
number to obtain a measure of the customer's value; and

5 scheduling the event for service according to the obtained customer value.

1 67. The method of claim 66, wherein each service location includes a
2 customer identification card reader, for reading a customer identification number from a
3 customer identification card.

1 68. (Amended) A method of servicing customers at a service location, the
2 method comprising:

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4 receiving from the service location, event messages pertaining to service
5 location events;
6 scheduling selected events for servicing by service attendants using a plurality
7 of scheduling rules;
8 selecting a service attendant for servicing each scheduled event; and
9 for each scheduled event, transmitting a message to the selected service
10 attendant identifying the service location to be serviced,
11 wherein the service locations are gaming machines, and the service location
events include a jackpot at a gaming machine.

1 69. The method of claim 68, wherein scheduling selected events further
2 comprises scheduling the selected events using scheduling rules pertaining to an amount
3 of time an event has been pending, an evaluation of the customer's status, and a type of
4 the events.

1 70. (Canceled)

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71. (Amended) A system for providing service to customers at service locations, wherein each service location having a communication device adapted to communicate one or more events pertaining to the status of a customer at the service location, the system comprising:

a decisioning system for scheduling the events for service, by receiving the events from the communication devices and using a plurality of rules to select a primary service attendant for servicing each event, to produce a periodically updated event service schedule;

a communication system for transmitting a message to the primary service attendant selected for an event, by way of a two-way communication network, to produce a message indicating to the primary service attendant the service location at which the event is to be serviced; and a plurality of message receivers, each service attendant having one of the message receivers, for receiving the message from the communication system, by way of the two-way communication network, to produce to the service attendant to message,

wherein the service locations are gaming machines, and the communication devices are interface boards coupled to the gaming machines, the communication devices for communicating game events to a gaming machine management system.

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72. (New) A system for providing service to customers at service locations, each service location having a communication device adapted to communicate one or more events pertaining to a service event for a customer at the service location, the system comprising:

a decisioning system communicatively coupled to the communication devices to receive the events, and including a plurality of rules for scheduling the events for service, the decisioning system selecting a primary

8 service attendant for servicing each event, wherein the rules of the
9 decisioning system for scheduling events include at least one rule for
10 scheduling events according to a value of the customer at the service
11 location that generated the event;
12 a communication system communicatively coupled to the decisioning system
13 to transmit a message to the primary service attendant selected for an
14 event, the message indicating the service location at which the event is
15 to be serviced; and
16 a plurality of message receivers, used by the primary service attendant, to
17 receive the message from the communication system.

1 73. (New) The system of claim 72, wherein the customer value is based on
2 potential revenue generated by the customer.

1 74. (New) The system of claim 72, wherein the customer value is based on a
2 theoretical win profile of the customer.

1 75. (New) The system of claim 72, wherein the customer value is based on a
2 room rate of a room occupied by the customer.

1 76. (New) The system of claim 72, wherein the customer value is based on a
2 room type of a room occupied by the customer.

1 77. (New) The system of claim 72, wherein the customer value is based on a
2 number of persons in a party associated with the customer.

1 78. (New) A system for providing service to customers at service locations,
2 each service location having a communication device adapted to communicate one or
3 more events pertaining to a service event for a customer at the service location, the
4 system comprising:

5 a decisioning system communicatively coupled to the communication devices
6 to receive the events, and including a plurality of rules for scheduling
7 the events for service, the decisioning system selecting a primary
8 service attendant for servicing each event, wherein the rules of the
9 decisioning system for scheduling events include at least one rule for
10 scheduling events according to a location of the service location;
11 a communication system communicatively coupled to the decisioning system
12 to transmit a message to the primary service attendant selected for an
13 event, the message indicating the service location at which the event is
14 to be serviced; and
15 a plurality of message receivers, used by the primary service attendant, to
16 receive the message from the communication system.

1 79. (New) A system for providing service to customers at service locations,
2 each service location having a communication device adapted to communicate one or
3 more events pertaining to a service event for a customer at the service location, the
4 system comprising:

5 a decisioning system communicatively coupled to the communication devices
6 to receive the events, and including a plurality of rules for scheduling
7 the events for service, the decisioning system selecting a primary
8 service attendant for servicing each event, wherein the rules of the
9 decisioning system for scheduling events include at least one rule for
10 scheduling events according to a combination of an age of the event
11 and a value of the customer;

12 a communication system communicatively coupled to the decisioning system
13 to transmit a message to the primary service attendant selected for an
14 event, the message indicating the service location at which the event is
15 to be serviced; and
16 a plurality of message receivers, used by the primary service attendant, to
17 receive the message from the communication system.

1 80. (New) A system for providing service to customers at service locations,
2 each service location having a communication device adapted to communicate one or
3 more events pertaining to a service event for a customer at the service location, the
4 system comprising:

5 a decisioning system communicatively coupled to the communication devices
6 to receive the events, and including a plurality of rules for scheduling
7 the events for service, the decisioning system selecting a primary
8 service attendant for servicing each event, wherein the rules of the
9 decisioning system for scheduling events include at least one rule for
10 selecting a service attendant for servicing an event based on a location
11 of the service location which generated the event and an assigned
12 location of the service attendant;

13 a communication system communicatively coupled to the decisioning system
14 to transmit a message to the primary service attendant selected for an
15 event, the message indicating the service location at which the event is
16 to be serviced; and

17 a plurality of message receivers, used by the primary service attendant, to
18 receive the message from the communication system.

1 81. (New) A system for providing service to customers at service locations,
2 each service location having a communication device adapted to communicate one or
3 more events pertaining to a service event for a customer at the service location, the
4 system comprising:

5 a decisioning system communicatively coupled to the communication devices
6 to receive the events, and including a plurality of rules for scheduling
7 the events for service, the decisioning system selecting a primary
8 service attendant for servicing each event, wherein the rules of the
9 decisioning system for scheduling events include at least one rule for
10 messaging a supervisor of the primary service attendant if the primary
11 service attendant has not completed servicing the event in a certain
12 amount of time;
13 a communication system communicatively coupled to the decisioning system
14 to transmit a message to the primary service attendant selected for an
15 event, the message indicating the service location at which the event is
16 to be serviced; and
17 a plurality of message receivers, used by the primary service attendant, to
18 receive the message from the communication system.

1 82. (New) A system for providing service to customers at service locations,
2 each service location having a communication device adapted to communicate one or
3 more events pertaining to a service event for a customer at the service location, the
4 system comprising:

5 a decisioning system communicatively coupled to the communication devices
6 to receive the events, and including a plurality of rules for scheduling
7 the events for service, the decisioning system selecting a primary
8 service attendant for servicing each event, wherein the rules of the
9 decisioning system for scheduling events include:

10 at least one rule for scheduling events according to an age of the
11 event,
12 at least one rule for scheduling events according to a type of event,
13 at least one rule for scheduling events according to a value of the
14 customer at the service location that generated the event,
15 at least one rule for scheduling events according to a location of
16 the service location, and
17 at least one rule for selecting a service attendant for servicing an
18 event based on a location of the service location which
19 generated the event and an assigned location of the service
20 attendant;
21 a communication system communicatively coupled to the decisioning system
22 to transmit a message to the primary service attendant selected for an
23 event, the message indicating the service location at which the event is
24 to be serviced; and
25 a plurality of message receivers, used by the primary service attendant, to
26 receive the message from the communication system.

1 83. (New) A system for providing service to customers at service locations,
2 each service location having a communication device adapted to communicate one or
3 more events pertaining to a service event for a customer at the service location, the
4 system comprising:

5 a decisioning system communicatively coupled to the communication devices
6 to receive the events, and including a plurality of rules for scheduling
7 the events for service, the decisioning system selecting a primary
8 service attendant for servicing each event;
9 a communication system communicatively coupled to the decisioning system
10 to transmit a message to the primary service attendant selected for an
11 event, the message indicating the service location at which the event is
12 to be serviced;

13 a plurality of message receivers, used by the primary service attendant, to
14 receive the message from the communication system; and
15 a customer database, communicatively coupled to the decisioning system and
16 containing customer records indicating for each customer a measure of
17 the customer's value and the customer's identification number, the
18 decisioning system receiving from a service location a customer
19 identification number and querying the customer database with the
20 received customer identification number to obtain the measure of the
21 customer's value, the decisioning system scheduling the event for
22 service according to the obtained customer value.

1 84. (New) The system of claim 83, wherein each service location includes a
2 customer identification card reader, for reading a customer identification number from a
3 customer identification card.

1 85. (New) A system for providing service to customers at plural service
2 locations, each service location having a communication means for communicating one
3 or more events pertaining to a service event for a customer at the service location the
4 system comprising:

5 a computer implemented decision making means communicatively coupled to
6 the plurality of communication means for receiving the events, the
7 decision making means scheduling a primary service attendant for
8 servicing each event using a plurality of rules, wherein the rules of the
9 decision making means for scheduling events include at least one rule
10 for scheduling events according to a value of the customer at the
11 service location that generated the event;

12 a messaging means communicatively coupled to the decision making means
13 for transmitting a message to the primary service attendant selected for
14 an event, the message indicating the service location at which the
15 event is to be serviced; and

16 a plurality of message receiving means, used by the primary service attendant,
17 for receiving the message from the messaging means.

1 86. (New) The system of claim 85, wherein the customer value is based on
2 potential revenue generated by the customer.

1 87. (New) The system of claim 85, wherein the customer value is based on a
2 theoretical win profile of the customer.

1 88. (New) The system of claim 85, wherein the customer value is based on a
2 room rate of a room occupied by the customer.
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1 89. (New) The system of claim 85, wherein the customer value is based on a
2 room type of a room occupied by the customer.

1 90. (New) The system of claim 85, wherein the customer value is based on a
2 number of persons in a party associated with the customer.

1 91. (New) A system for providing service to customers at plural service
2 locations, each service location having a communication means for communicating one
3 or more events pertaining to a service event for a customer at the service location the
4 system comprising:

5 a computer implemented decision making means communicatively coupled to
6 the plurality of communication means for receiving the events, the
7 decision making means scheduling a primary service attendant for
8 servicing each event using a plurality of rules, wherein the rules of the
9 decision making means for scheduling events include at least one rule
10 for scheduling events according to a location of the service location;
11 a messaging means communicatively coupled to the decision making means
12 for transmitting a message to the primary service attendant selected for

13 an event, the message indicating the service location at which the
14 event is to be serviced; and
15 a plurality of message receiving means, used by the primary service attendant,
16 for receiving the message from the messaging means.

1 92. (New) A system for providing service to customers at plural service
2 locations, each service location having a communication means for communicating one
3 or more events pertaining to a service event for a customer at the service location the
4 system comprising:

5 a computer implemented decision making means communicatively coupled to
6 the plurality of communication means for receiving the events, the
7 decision making means scheduling a primary service attendant for
8 servicing each event using a plurality of rules, wherein the rules of the
9 decision making means for scheduling events include at least one rule
10 for scheduling events according to a combination of an age of the
11 event and a value of the customer;

12 a messaging means communicatively coupled to the decision making means
13 for transmitting a message to the primary service attendant selected for
14 an event, the message indicating the service location at which the
15 event is to be serviced; and

16 a plurality of message receiving means, used by the primary service attendant,
17 for receiving the message from the messaging means.

1 93. (New) A system for providing service to customers at plural service
2 locations, each service location having a communication means for communicating one
3 or more events pertaining to a service event for a customer at the service location the
4 system comprising:

5 a computer implemented decision making means communicatively coupled to
6 the plurality of communication means for receiving the events, the
7 decision making means scheduling a primary service attendant for

8 servicing each event using a plurality of rules, wherein the rules of the
9 decision making means for scheduling events include at least one rule
10 for selecting a service attendant for servicing an event based on a
11 location of the service location which generated the event and an
12 assigned location of the service attendant;
13 a messaging means communicatively coupled to the decision making means
14 for transmitting a message to the primary service attendant selected for
15 an event, the message indicating the service location at which the
16 event is to be serviced; and
17 a plurality of message receiving means, used by the primary service attendant,
18 for receiving the message from the messaging means.

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1 94. (New) A system for providing service to customers at plural service
2 locations, each service location having a communication means for communicating one
3 or more events pertaining to a service event for a customer at the service location the
4 system comprising:

5 a computer implemented decision making means communicatively coupled to
6 the plurality of communication means for receiving the events, the
7 decision making means scheduling a primary service attendant for
8 servicing each event using a plurality of rules, wherein the rules of the
9 decision making means for scheduling events include at least one rule
10 for messaging a supervisor of the primary service attendant if the
11 primary service attendant has not completed servicing the event in a
12 certain amount of time;
13 a messaging means communicatively coupled to the decision making means
14 for transmitting a message to the primary service attendant selected for
15 an event, the message indicating the service location at which the
16 event is to be serviced; and
17 a plurality of message receiving means, used by the primary service attendant,
18 for receiving the message from the messaging means.

1 95. (New) A system for providing service to customers at plural service
2 locations, each service location having a communication means for communicating one
3 or more events pertaining to a service event for a customer at the service location the
4 system comprising:

5 a computer implemented decision making means communicatively coupled to
6 the plurality of communication means for receiving the events, the
7 decision making means scheduling a primary service attendant for
8 servicing each event using a plurality of rules, wherein the rules of the
9 decision making means for scheduling events include:

10 at least one rule for scheduling events according to an age of the
11 event,

12 at least one rule for scheduling events according to a type of event,

13 at least one rule for scheduling events according to a value of the
14 customer at the service location that generated the event,

15 at least one rule for scheduling events according to a location of
16 the service location, and

17 at least one rule for selecting a service attendant for servicing an
18 event based on a location of the service location which
19 generated the event and an assigned location of the service
20 attendant;

21 a messaging means communicatively coupled to the decision making means
22 for transmitting a message to the primary service attendant selected for
23 an event, the message indicating the service location at which the
24 event is to be serviced; and

25 a plurality of message receiving means, used by the primary service attendant,
26 for receiving the message from the messaging means.

1 96. (New) A system for providing service to customers at plural service
2 locations, each service location having a communication means for communicating one

3 or more events pertaining to a service event for a customer at the service location the
4 system comprising:

5 a computer implemented decision making means communicatively coupled to
6 the plurality of communication means for receiving the events, the
7 decision making means scheduling a primary service attendant for
8 servicing each event using a plurality of rules;

9 a messaging means communicatively coupled to the decision making means
10 for transmitting a message to the primary service attendant selected for
11 an event, the message indicating the service location at which the
12 event is to be serviced;

13 a plurality of message receiving means, used by the primary service attendant,
14 for receiving the message from the messaging means; and

15 a customer database, communicatively coupled to the decision making means
16 and containing customer records indicating for each customer a
17 measure of the customer's value and the customer's identification
18 number, the decision making means receiving from a service location
19 a customer identification number and querying the customer database
20 with the received customer identification number to obtain the
21 measure of the customer's value, the decision making means
22 scheduling the event for service according to the obtained customer
23 value.

1 97. (New) The system of claim 96, wherein each service location includes a
2 customer identification card reader, for reading a customer identification number from a
3 customer identification card.

1 98. (New) A method of servicing customers at service locations, the method
2 comprising:

3 transmitting from a communication device at a service location a message
4 pertaining to an event at the service location and for which a customer
5 at the service location needs service by a service attendant;
6 receiving the transmitted message and scheduling the event, using a plurality
7 of scheduling rules, for servicing by a service attendant;
8 selecting a first service attendant for servicing the scheduled event; and
9 transmitting a message to the first service attendant identifying the service
10 location to be serviced for the event
11 monitoring an aggregate performance criteria for servicing the events; and
12 responsive the aggregate performance criteria exceeding a threshold amount,
13 transmitting a message to supervisor.

1 99. (New) A method of servicing customers at service locations, the method
2 comprising:

3 transmitting from a communication device at a service location a message
4 pertaining to an event at the service location and for which a customer
5 at the service location needs service by a service attendant;
6 receiving the transmitted message and scheduling the event, using a plurality
7 of scheduling rules, wherein the scheduling rules include at least one
8 rule for scheduling events according to a value of the customer at the
9 service location that generated the event, for servicing by a service
10 attendant;
11 selecting a first service attendant for servicing the scheduled event; and
12 transmitting a message to the first service attendant identifying the service
13 location to be serviced for the event.

1 100. (New) The method of claim 99, wherein the customer value is based on
2 potential revenue generated by the customer.

1 101. (New) The method of claim 99, wherein the customer value is based on a
2 theoretical win profile of the customer.

1 102. (New) The method of claim 99, wherein the customer value is based on a
2 room rate of a room occupied by the customer.

1 103. (New) The method of claim 99, wherein the customer value is based on a
2 room type of a room occupied by the customer.

1 104. (New) The method of claim 99, wherein the customer value is based on a
2 number of persons in a party associated with the customer.

1 105. (New) A method of servicing customers at service locations, the method
2 comprising:

3 transmitting from a communication device at a service location a message
4 pertaining to an event at the service location and for which a customer
5 at the service location needs service by a service attendant;
6 receiving the transmitted message and scheduling the event, using a plurality
7 of scheduling rules, for servicing by a service attendant, wherein the
8 scheduling rules include at least one rule for scheduling events
9 according to a location of the service location;
10 selecting a first service attendant for servicing the scheduled event; and
11 transmitting a message to the first service attendant identifying the service
12 location to be serviced for the event.

1 106. (New) A method of servicing customers at service locations, the method
2 comprising:

3 transmitting from a communication device at a service location a message
4 pertaining to an event at the service location and for which a customer
5 at the service location needs service by a service attendant;
6 receiving the transmitted message and scheduling the event, using a plurality
7 of scheduling rules, for servicing by a service attendant, wherein the
8 scheduling rules include at least one rule for scheduling events
9 according to a combination of an age of the event and a value of the
10 customer;
11 selecting a first service attendant for servicing the scheduled event; and
12 transmitting a message to the first service attendant identifying the service
13 location to be serviced for the event.

1 107. (New) A method of servicing customers at service locations, the method
2 comprising:

3 transmitting from a communication device at a service location a message
4 pertaining to an event at the service location and for which a customer
5 at the service location needs service by a service attendant;
6 receiving the transmitted message and scheduling the event, using a plurality
7 of scheduling rules, for servicing by a service attendant, wherein the
8 scheduling rules include at least one rule for selecting a service
9 attendant for servicing an event based on a location of the service
10 location which generated the event and an assigned location of the
11 service attendant;
12 selecting a first service attendant for servicing the scheduled event; and
13 transmitting a message to the first service attendant identifying the service
14 location to be serviced for the event.

1 108. (New) A method of servicing customers at service locations, the method
2 comprising:

3 transmitting from a communication device at a service location a message
4 pertaining to an event at the service location and for which a customer
5 at the service location needs service by a service attendant;
6 receiving the transmitted message and scheduling the event, using a plurality
7 of scheduling rules, for servicing by a service attendant, wherein the
8 scheduling rules include at least one rule for messaging a supervisor of
9 the primary service attendant if the primary service attendant has not
10 completed servicing the event in a certain amount of time;
11 selecting a first service attendant for servicing the scheduled event; and
12 transmitting a message to the first service attendant identifying the service
13 location to be serviced for the event.

1 109. (New) A method of servicing customers at service locations, the method
2 comprising:

3 transmitting from a communication device at a service location a message
4 pertaining to an event at the service location and for which a customer
5 at the service location needs service by a service attendant;
6 receiving the transmitted message and scheduling the event, using a plurality
7 of scheduling rules, for servicing by a service attendant, wherein the
8 scheduling rules include:
9 at least one rule for scheduling events according to an age of the
10 event,
11 at least one rule for scheduling events according to a type of event,
12 at least one rule for scheduling events according to a value of the
13 customer at the service location that generated the event,
14 at least one rule for scheduling events according to a location of
15 the service location, and

16 at least one rule for selecting a service attendant for servicing an
17 event based on a location of the service location which
18 generated the event and an assigned location of the service
19 attendant;
20 selecting a first service attendant for servicing the scheduled event; and
21 transmitting a message to the first service attendant identifying the service
22 location to be serviced for the event.

1 110. (New) A method of servicing customers at service locations, the method
2 comprising:

3 transmitting from a communication device at a service location a message
4 pertaining to an event at the service location and for which a customer
5 at the service location needs service by a service attendant;
6 receiving the transmitted message and scheduling the event, using a plurality
7 of scheduling rules, for servicing by a service attendant;
8 selecting a first service attendant for servicing the scheduled event;
9 transmitting a message to the first service attendant identifying the service
10 location to be serviced for the event;
11 receiving from the service location a customer identification number;
12 querying a customer database with the received customer identification
13 number to obtain the measure of the customer's value; and
14 scheduling the event for service according to the obtained customer value.

1 111. (New) The method of claim 110, wherein each service location includes a
2 customer identification card reader, for reading a customer identification number from a
3 customer identification card.